

2012 VP MGA

“What I Want us to do This Year”

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MGA Mission & Vision

Vision: Ensure Quality Member Opportunities Through Continuous Engagement

Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Enhance collaboration with other business units.
- Increase membership.

The Landscape - 2011

- Tactical
 - Continuity—delivering value in 2011
- In between
 - Conferences
- Strategic
 - Re-invigorate and re-invent geo units
 - Define in 2011
 - Bring together in 2012
 - Implement in 2013

MGA in 2011

How Did We Do?

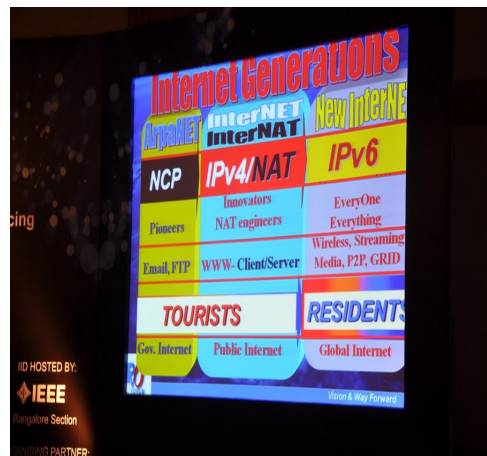
Tactical/Continuity—delivering value in 2011

- Solidify the Membership Message
 - www.ieee.org/benefits
- Membership growth—400K+
 - 415,989
- Center for Leadership Excellence
 - How many have used it?
- vTools
 - How many have used it?
- SC11

How the Member Experiences IEEE



IEEE Region 10 – India Industry Day March 2011



Region 1-6 Metro Area Workshops

Austin TX – Oct 21-22



Huntsville AL – Nov 4-5

- ☐ One component of a larger strategy to look at Region 1-6
- ☐ Collaborative event with societies, councils, region, sections & IEEE USA
- ☐ Members regard IEEE membership as an investment in their career

IEEE Day Celebrated Worldwide



7-8 October 2010
75 units participating

6 October 2011

Start your plan to participate
now!

IEEE Engaging
members everywhere
in a single day!



In Between -- Conference Tiger Team

- Develop mutually supportive relationships with other IEEE OUs
- Strategies to grow and broaden the conference program
 - conferences relevant to geographic units and working professions
 - emerging cross-disciplinary fields of interest.
- Provide input on an MGA conference business strategy

**Strategic
Member is important, and now...**

Re-Invigorate
and Re-Invent Geo Units

Agree on a set of functions
and processes, & empower
geo units to achieve them

MGA in 2012

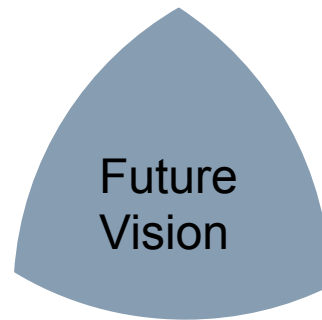
Continue the progress

Together We Can Create the Future

Improve Member satisfaction
which will result in increased
membership

Higher volunteer recruitment,
training and satisfaction

Measured successes in
regions, sections,
chapters, and affinity
groups is rewarded

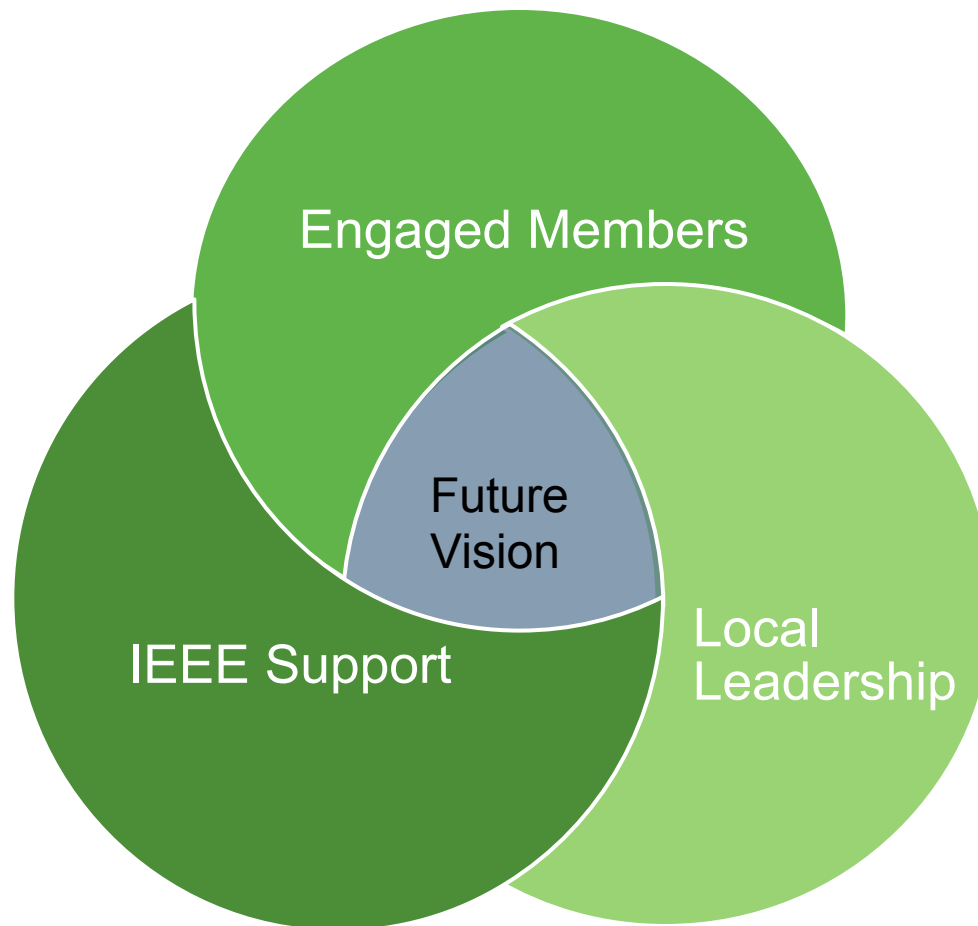


Members can
easily engage and
communicate with
one another

Members regard IEEE membership as an
investment in their career

Together We Can Create the Future

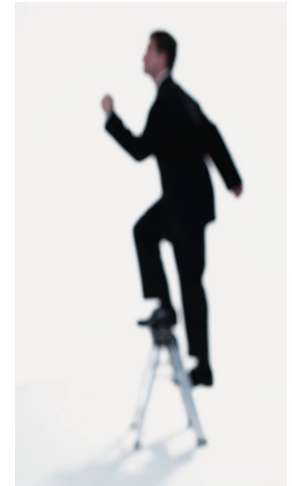
Ensures the right services, tools, products, and programs are provided.



Creates the member experience and engagement opportunities in the local area

What will Success Look Like?

- Improve Member satisfaction which will result in increased membership
- Higher volunteer recruitment, training and satisfaction
- Measured successes in regions, sections, chapters, and affinity groups is rewarded
- Members regard IEEE membership as an investment in their career
- Members can easily engage and communicate with one another



Questions?

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